

Virginia Sims Club
P.O. Box 4123
Salem, IL 60158

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PREVIEW

Preview
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VIRGINIA SLIMS CLUB

Talking Fashion

The new

Ask Virginia Slims
newsletter

Members Only Perks

Glamour...Gotta Have It
Virginia Slims V-Wear
Fall '95 Collection

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Q: How far above the knee is too far for miniskirts?

Hemming and Hawing,
Lake Charles, LA

A: Dear Hemming,

As you've probably noticed, no hemline is out of line. The mini's still in. But this Fall, many designers are also showing skirts at the knee or just below. And frankly, most women look best with the just-below-the-knee length. If you do choose to go mini, to determine your best length use this simple test. If you've dropped, oh say, a twenty dollar bill and decide not to pick it up, whatever you've got on is probably too short.

Fashionably Yours,
Virginia Slims

Q: As a cool female of 53 years of age, what is the best style for my hair and wardrobe for an evening out with my 32-year-old boyfriend?

Babe At Any Age,
Chelmsford, MA

A: Dear Babe,

First of all, about the age difference..."You've come a long way, baby." Now to your fashion question. Whatever you're doing is certainly working. And if it's not broke, why fix it?

But maybe you haven't been out for a special evening yet, and that's raised some dilemmas. Our advice: when in doubt, wear black. If you're feeling a bit daring, a curve-hugging little black dress will do the trick. If you want to go for a tad more mystery, try a slightly sheer black blouse with a slim black skirt. Keep your hair simple and accessories to a minimum...and please, please, avoid jewelry in matched sets. As a woman who seems to have no lack of imagination, confidence and, shall we say, energy, matched-set accessorizing just wouldn't be your style.

Fashionably Yours,
Virginia Slims

Q: Can you ever mix a print with a plaid?

Looking For My Match,
Corte Madera, CA

A: Dear Looking,

Most of the time, the only place prints and plaids mix well is in the washer. Preferably in cold water. However, the secret to pulling off this look is to choose a more open, less busy print that will pick up and highlight the dominant color of the plaid.

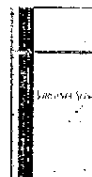
From your question it seems like there's a free spirit inside you just waiting to color outside the accepted fashion lines. And in a world where so many are style stodgy, this is truly a beautiful thing.

Fashionably Yours,
Virginia Slims

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What to **do** with fashion don'ts.



Don't wear white before Memorial Day. Don't mix stripes and plaids. Always match your purse with your shoes. These are just some of the "rules" of fashion many of you were questioning.

Good for you. Because when it comes to fashion, following the don'ts without question is like wearing a girdle. The best thing you can say about it is...it holds you back. And fashion is really about doing...something, anything, everything...to make getting dressed more fun.

So, here's our top three fashion do's. Following them will make you a lot happier than trying to figure out if sling-backs can be worn after Labor Day.

1 Do try something new. If you always wear a tailored suit to work, put on a dress one day. If you're a blue jeans person, shimmy into one of the hip, new lingerie-inspired slip dresses. If you usually wear pastels, try this season's new jewel-tones. Check out the latest trends and don't be afraid to expand your wardrobe's horizons. In fashion, variety is the spice of life...so pass the hot sauce.

2 Do be comfortable. Whoever said, "If you have beauty, you must have pain," couldn't have been a well-adjusted person. If you're walking around in shoes that hurt, pants you can't breathe in, or anything that requires will-power just to keep on, you're not going to look fashionable, just tortured. The great thing about fashion today is that there are so many options. And if one style doesn't work with your body type, there certainly is another that will. Remember, comfort looks good on everyone.

3 Do be confident. Whatever your age, your sex, your hair color, feeling good about yourself is often the difference between being a fashion disaster and a fashion trendsetter. Style is not so much about what you put on, it's what you bring out. And what's on your mind may be the most important fashion statement of all.

Wondering about the best style for your hair and makeup? You're not alone. Take a look at almost any woman's makeup drawer and it's obvious how much time, money and energy we all devote to putting on a good face. Not to mention most of us have enough hair care products to "do" a small country.

The first step toward greater confidence in this area begins with professional help. No, we're not talking therapy, we're talking beauty experts. Go to a good salon and ask questions. What cut looks best with a round face? (Any stylist worth her weight in mousse will suggest a blunt cut to add angle and shape.) For a long, thin face? (Add fullness and curls to soften and balance.) "Wait, I can't afford a great stylist," you say. But if you get a really good cut at least once a year you can get less expensive cuts the rest of the time to maintain it. It's an investment in yourself that will pay off every time you look in a mirror.

Also, many cosmetic lines offer free beauty make-overs at local department stores. They help you get the basics down...how to apply your makeup so you avoid splotches of color and abrupt lines. It's essential to look natural...so in this V-Wear collection we've even included a fabulous makeup brush kit. It'll help you do the three key tricks of the makeup trade: blend, blend, blend.



Real Beauty

Brushing up on the basics.

Of course, like all fashion, hair and makeup styles are constantly changing. The trend this season is absolutely glamorous, looking back to Hollywood of the '40s for inspiration. As always, though, choose which trends work best for you. And remember the most important thing you can do is let your real beauty come through. Hey, you've got a good head on your shoulders...just let it show.

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Use chart to determine shipping/handling fees and include check or money order (no cash accepted)
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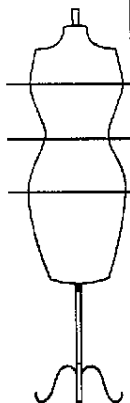
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t dressed, think about what your
 othes will be saying. Not only to
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 'If you don't express yourself,

n told not to wear any white during
 onths. Is this so? And why?
 g the Fashion Police,

ly,
 ith the fashion police is they lack
 hey've been objecting to the color
 ue is really fabric. Case in point: In
 ful white dress in cashmere or wool
 n or linen, ridiculous.

appropriate for the season, the color
 w'ite can be right anytime, except
 rder the pasta with marinara sauce.

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Camel Coat L		325	
Camel Coat XL		325	
Black Scarf		75	
Belt Bag S/M (38")		100	
Belt Bag L/XL (42")		100	
Black Gloves		40	
Satin Blouse S		125	
Satin Blouse M		125	
Satin Blouse L		125	
Satin Blouse XL		125	
Barrette Set		55	
Bangle Set		55	
Make-up Kit		65	
Sweater Set S		200	
Sweater Set M		200	
Sweater Set L		200	
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Ask Virginia Slims

Thousands of you wrote with style dilemmas. And we've got answers...
as informative and savvy as you'd expect from Virginia Slims.

**What's In
this mailing**

Check out our exclusive
new fashion catalog
for Fall '95. It's dramatic,
it's star struck, it's all
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for you...Bonus UPCs to use
on your V-WEAR order. Look
for details on the order form.

Q: What is fashion?

What's It All About?
Dale City, VA

A: Dear What's It,
This question has been puzzling humankind since the
original designer fig leaf.

We feel fashion is communication. With the power to
signal at a glance who you are, what you're feeling,
where you're going. Put on your downtown tailored
suit and you're saying, "I mean business." Jump into
sweats and you're saying, "Do not disturb." Put on
leopard print leggings and well...you get the idea.

So next time you get dressed, think about what your
hair, makeup and clothes will be saying. Not only to
the world, but to yourself as well. And remember, as
we've said before, "If you don't express yourself,
who will?"

Fashionably Yours,
Virginia Slims

Q: I've always been told not to wear any white during
the fall and winter months. Is this so? And why?

Desperately Avoiding the Fashion Police,
Grant, AL

A: Dear Desperately,
The only problem with the fashion police is they lack
imagination. While they've been objecting to the color
being wrong, the issue is really fabric. Case in point: In
December, a beautiful white dress in cashmere or wool
is stunning. In cotton or linen, ridiculous.

So if the material is appropriate for the season, the color
will be too. Wearing white can be right anytime, except
perhaps when you order the pasta with marinara sauce.

Fashionably Yours,
Virginia Slims

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PREVIEW

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